

## **Increase Your Market by Becoming a Birding Friendly Business**

A training session has been scheduled for businesses and communities that will provide tools and information to market to birders as they travel the North Carolina Birding Trail. The training session will be held on Tuesday, August 19, 2008, 10 a.m. to 4 p.m. (registration begins at 9:30 am) at the Agricultural Resource Center, 1175 South Brady Ave., Newton, NC. (<http://www.catawbacountync.gov/depts/soilwater/directions.asp>) A \$20 cost per participant will include a light lunch and training materials.



The North Carolina Birding Trail is a partnership that is creating a driving trail linking great birding sites across the state. It is being implemented in three regional components. The Coastal Plain and Piedmont Components are complete, and guides to those areas already on sale at the NC Wildlife Resources Commission's Wild Store (<http://www.ncwildlife.org/>) and major bookstores. A mountain component (which includes the area west of I-77) is scheduled to be completed by the summer of 2009. Both Riverbend and Bakers Mountain Parks in Catawba County will be shown in the mountain guide of the North Carolina Birding Trail map as recommended sites for birding.

More information on the trail and its benefits may be viewed on the Birding Trail website ([www.ncbirdingtrail.org](http://www.ncbirdingtrail.org)).

The training session will provide information on special needs for this niche market, as well as specific suggestions and ways to reach this market. Training topics will include: birders as clients, enhancing your business and community for birders, hospitality and etiquette, birding basics and conservation practices.

Training is limited to 25 participants. Pre-registration is required. The registration deadline is August 12, 2008.

To register, send an email to [info@ncbirdingtrail.org](mailto:info@ncbirdingtrail.org) with your name, full address, your telephone number with area code, your email address, the name of business and/or community you will be representing and its web address, if one exists. Staff with the NC Birding Trail will be in touch to arrange for your payment of the \$20 fee for the session.



For more information contact: Salinda Daley Bachelier (NC Birding Trail Coordinator) at 919-604-5183, or [info@ncbirdingtrail.org](mailto:info@ncbirdingtrail.org).